

REMARKS

I. Summary of Office Action

The Examiner rejected claims 1-7, 11-12, 14, 18-19, 24-32, 36-37, 39, 43-44, 49-57, 61-62, 64, 68-69, 74-82, 86-87, 89, 93-94, 99 and 100 under 35 U.S.C. § 102(e) as being anticipated by Kambayashi US. Patent 6,157,809 (hereinafter "Kambayashi")<sup>1</sup>.

The Examiner rejected claims 8-9, 33-34, 58-59 and 83-84 under 35 U.S.C. § 103(a) as being unpatentable over Kambayashi in view of Clanton, III et al. US Patent 5,524,195 (hereinafter "Clanton"). The Examiner rejected claims 10, 35, 60 and 85 under 35 U.S.C. § 103(a) as being unpatentable over Kambayashi in view of Clanton and Klosterman et al. US Patent 6,453,471 (hereinafter "Klosterman"). The Examiner rejected claims 15-16, 40-41, 65-66 and 90-91 under 35 U.S.C. § 103(a) as being unpatentable over Kambayashi in view of Bruner et al. US Patent 5,594,661 (hereinafter "Bruner"). The Examiner rejected claims 17, 42, 67, 92, 21, 46, 71 and 96 under 35 U.S.C. § 103(a) as being unpatentable over Kambayashi

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<sup>1</sup> Applicants note that although the Examiner does not list claims 26 and 27 in the heading of the rejection, the Examiner provides reasoning for their rejection in the following comments. Accordingly, applicants will treat claims 26 and 27 as being rejected by the Examiner under 35 U.S.C. § 102(e) for being anticipated by Kambayashi.

in view of Reimer et al. US Patent 5,696,905 (hereinafter "Reimer"). The Examiner rejected claims 20, 45, 70 and 95 under 35 U.S.C. § 103(a) as being unpatentable over Kambayashi in view of Matthews, III US Patent 5,815,145 (hereinafter "Matthews"). The Examiner rejected claims 13, 22, 23, 38, 47, 48, 63, 72, 73, 88, 97 and 98 under 35 U.S.C. § 103(a) as being unpatentable over Kambayashi in view of Portuesi US Patent 5,987,509 (hereinafter "Portuesi").

## II. Summary of Applicants' Reply to Office Action

Applicants have amended claims 1, 6, 9-12, 15-18, 21-26, 31, 34-37, 40-43, 46-51, 56, 61, 65-66, 71, 76, 81, 86, 90-91 and 96 to more particularly define the claimed invention and to correct clerical errors. No new subject matter has been added and the amendments are fully supported by the specification. The Examiner's rejections are respectfully traversed.

## III. The Rejection of the Independent Claims

The Examiner rejected independent claims 1, 26, 51 and 76 under 35 U.S.C. § 102(e) as being anticipated by Kambayashi.

Generally speaking, applicants' independent claims 1, 26, 51 and 76 relate to providing on-demand media with supplemental content in an interactive television application. This is accomplished through receiving a request for on-demand media from a user and retrieving supplemental content related to the requested media with the interactive television application. The independent claims have been amended to indicate that the retrieving the supplemental content occurs in response to the request for the on-demand media. The supplemental content is provided to the user while the user views the on-demand media that is provided in response to the request.

The Examiner is of the opinion that Kambayashi discloses the features specified in applicants' independent claims. However, applicants have amended the independent claims to more particularly define the claimed invention. Applicants respectfully submit that Kambayashi does not disclose the features specified in the amended independent claims.

Kambayashi relates to a broadcasting system for distributing information to a viewer about the contents of a broadcast at the viewer's request. Each embodiment described in Kambayashi refers to retrieving information related to the

content of the currently viewed broadcast in response to a request for such information (e.g., by clicking on command button "program information" or by clicking on a portion of a display displaying the broadcast). See col. 1, lines 7-9, col. 13, line 47 through col. 14, line 32, and col. 15, lines 16-52. Amended claims 1, 26, 51 and 76, on the other hand, specify retrieving supplemental content in response to a request for on-demand media. Accordingly, applicants' claimed invention allows for a user to request on-demand media and, in response to such a request, retrieves supplemental content that is subsequently provided to the user. This is in stark contrast to receiving a separate request for information related to the content of a broadcast that a user is already viewing, as referred to in Kambayashi. Therefore, Kambayashi does not show or suggest the feature of retrieving supplemental content related to on-demand media in response to a request for on-demand media from a user, as specified in amended independent claims 1, 26, 51 and 76.

For at least the reasons set forth above, applicants respectfully submit that claims 1, 26, 51 and 76, as amended, are allowable over Kambayashi.

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IV. The Rejections of the Dependent Claims

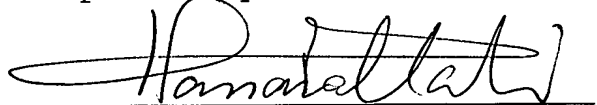
The Examiner rejected claims 2-25, 27-50, 52-75 and 77-100 under 35 U.S.C. §§ 102(e) and 103(a).

Applicants have demonstrated that claims 1, 26, 51 and 76 are allowable. Because claims 2-25 depend from allowable claim 1, claims 27-50 depend from allowable claim 26, claims 52-75 depend from allowable claim 51 and claims 77-100 depend from allowable claim 76, applicants respectfully submit that claims 2-25, 27-50, 52-75 and 77-100 are also allowable.

V. Conclusion

For the reasons set forth above, this application is in condition for allowance. Entry of the amendments and prompt allowance are respectfully requested.

Respectfully submitted,



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